

## AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A method, comprising:  
inserting a ~~trigger code~~ into a broadcast program, ~~wherein the trigger code~~  
~~comprises a predetermined criteria corresponding to web content, the web~~  
~~content relating to content of the broadcast program;~~  
broadcasting the broadcast program ~~comprising the trigger;~~  
~~transmitting the trigger based on the predetermined criteria;~~  
detecting the ~~trigger based on the predetermined criteria~~ code while the broadcast  
program is being broadcast; and  
automatically displaying a website corresponding to the trigger having the web  
content upon detection of the code, wherein the website is displayed  
simultaneously while the broadcast program is being broadcast.
2. (Currently Amended) The method of claim 1, wherein the inserting ~~the trigger~~  
~~into a~~ of the code into the broadcast program comprises inserting the ~~trigger code~~  
into the content of the broadcast program, the code is based on a predetermined  
criteria.
3. (Currently Amended) The method of claim 1, wherein the ~~trigger code~~ comprises  
an audio trigger, wherein the audio trigger comprises audio tone sequences.
4. (Currently Amended) The method of claim 1, wherein the ~~trigger code~~ comprises  
a video trigger, wherein the video trigger comprises the audio tone sequences and  
video motion sequences.

5. (Currently Amended) A method, comprising:
- providing web content relating to a broadcast program;
- providing a trigger event for a web device in the form of ~~an audio tone sequence~~  
a code associated with the web content, wherein the code is inserted into  
the broadcast program, the code corresponding to the web content, the  
web content relating to content of the broadcast program; and
- causing the web device, located sufficiently close to a receiving device to detect  
~~the audio tone sequence code~~ when emitted by the receiving device while  
the broadcast program is being broadcast, to automatically retrieve and  
present the web content concurrent simultaneously with the presentation  
of the broadcast program by the receiving device ~~by embedding the audio~~  
~~tone sequence into an audio feed of the broadcast program~~ by displaying a  
website having the web content.
6. (Original) The method of claim 5, wherein the web device comprises a web tablet.
7. (Original) The method of claim 5, wherein the web device comprises a computer system.
8. (Original) The method of claim 5, wherein the receiving device comprises a television.
9. (Currently Amended) A method, comprising:
- monitoring ~~audio an~~ output of a receiving device, that is receiving and presenting  
a broadcast program, for a trigger in the form of ~~an audio tone sequence~~ a  
code that is inserted into the broadcast program, the code corresponding to  
web content, the web content relating to content of the broadcast program;

detecting the code while the broadcast program is being broadcast;

in response to detecting the ~~trigger code~~, determining a uniform resource locator

(URL) of a website having web content associated with the code in the

~~broadcast program based on the audio tone sequence~~; and

synchronizing the web content to the broadcast program without the need for user

action by automatically retrieving and presenting the web content

~~simultaneous-simultaneously with the presentation of while~~ the broadcast

program is being broadcast by displaying a website having the web

content.

10. (Currently Amended) The method of claim 9, wherein the presenting of the web content comprises diversified presentation of the web content based on a predetermined criteria comprising time-based diversification and location-based diversification.
11. (Original) The method of claim 9, further comprising terminating the presentation of the web content based on the predetermined criteria.
12. (Currently Amended) A device interaction system, comprising:  
~~a broadcaster~~ an insertion module to embed a trigger ~~insert a code into a broadcast~~  
program, the code corresponding to web content, the web content relating  
to content of the broadcast program;  
a broadcasting station to broadcast the broadcast program;  
~~a multimedia device to transmit the trigger; and~~  
a receiver to detect the code while the broadcast program is being broadcast; and

a web device to automatically display a website ~~corresponding to the trigger~~  
having the web content upon detection of the code, wherein the website is  
displayed simultaneously while the broadcast program is being broadcast.

13. (Cancelled)
14. (Currently Amended) The device interaction system of claim 12, wherein the ~~broadcaster~~ broadcasting station comprises one or more of the following: a television network, a radio network, a cable provider/operator, a local broadcaster, a satellite system provider, and a content recorder.
15. (Currently Amended) The device interaction system of claim 12, wherein the ~~multimedia device receiver~~ is further to receive the broadcast program embedded with the trigger from the broadcaster having the code.
16. (Currently Amended) The device interaction system of claim 12, wherein the ~~multimedia device receiver~~ comprises one or more of the following: a set top box, a satellite dish, a television, a radio, a computer, a CD player, a cassette player, and a DVD player.

Claims 17-22 (Cancelled)

23. (Currently Amended) A machine-readable medium having stored thereon data representing sequences of instructions, the sequences of instructions which, when executed by a processor, cause the processor to:  
  
insert a ~~trigger code~~ into a broadcast program, wherein the trigger the code  
comprises a predetermined criteria corresponding to web content, the web  
content relating to content of the broadcast program;  
  
broadcast the broadcast program comprising the trigger;  
  
~~transmit the trigger based on the predetermined criteria;~~

~~detect the trigger based on the predetermined criteria code while the broadcast~~  
~~program is being broadcast; and~~  
~~automatically display a website corresponding to the trigger having the web~~  
~~content upon detection of the code, wherein the website is displayed~~  
~~simultaneously while the broadcast program is being broadcast.~~

24. (Currently Amended) The machine-readable medium of claim 23, wherein the ~~trigger code~~ comprises an audio trigger, wherein the audio trigger comprises audio tone sequences.

25. (Currently Amended) The machine-readable medium of claim 23, wherein the ~~trigger code~~ comprises a video trigger, wherein the video trigger comprises the audio tone sequences and video motion sequences.

Claims 26-30 (Cancelled)